Pearson BTEC Level 3 Nationals Extended Certificate, Diploma, Extended Diploma

Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number

Learner Registration Number

Time 1 hour 30 minutes

Paper reference **50234N**

Marketing

UNIT 2: Marketing Principles

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 70.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ▶

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Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

Answer ALL questions.

SECTION A

1 Which **one** of these is an example of a primary research method?

- ☒ **A** Government statistics
- ☒ **B** Mystery shopping
- ☒ **C** Trade journals
- ☒ **D** Company accounts

(Total for Question 1 = 1 mark)

2 Which **one** of these operates in a business to consumer (B2C) market?

- ☒ **A** Headphone manufacturer selling to an insurance company
- ☒ **B** Microphone manufacturer selling to a radio station
- ☒ **C** Laptop manufacturer selling to the public
- ☒ **D** Projector manufacturer selling to a cinema

(Total for Question 2 = 1 mark)

3 Which **one** of these is a mass market product?

- ☒ **A** Wedding cake
- ☒ **B** Protein bar
- ☒ **C** Gluten-free sweets
- ☒ **D** Milk chocolate bar

(Total for Question 3 = 1 mark)

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4 Which **one** of these is an example of push marketing?

- ☒ **A** Event marketing
- ☒ **B** Social media marketing
- ☒ **C** TV advertising
- ☒ **D** Email marketing

(Total for Question 4 = 1 mark)

World Sports is a sports retailer. It places its products in two locations. It sells from its physical location and through digital sales.

5 Which **one** of the following best describes the 'Place' used by *World Sports*?

- ☒ **A** Bricks and clicks
- ☒ **B** Digital marketing
- ☒ **C** Bricks and mortar
- ☒ **D** Multichannel marketing

(Total for Question 5 = 1 mark)

6 State **one** impact of digital technology on 'Price.'

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(Total for Question 6 = 1 mark)

Project Hospital Fun is a charity that supports children in hospital.

7 State **one** likely organisation aim of *Project Hospital Fun*.

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(Total for Question 7 = 1 mark)

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Mateo has recently left university and has set up *Fudge Treats*. Mateo has been advised to set SMART targets.

8 Give the names of **two** elements of SMART.

1 .....

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2 .....

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(Total for Question 8 = 2 marks)

Character Figures sells collectible figures based on movies and cartoon characters. Its Marketing Director has been asked to set marketing objectives.

9 Give **two** areas that the Marketing Director should research before setting the marketing objectives.

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(Total for Question 9 = 2 marks)

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Couples Clothes sells matching dresses and suits for couples. Each couple chooses every aspect of their outfits.

10 Explain **one** reason why consumers have 'extensive decision making' when purchasing from *Couples Clothes*.

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(Total for Question 10 = 2 marks)

Natural Energise is a manufacturer of luxury sports supplements. Its products are made from natural ingredients and sold using a premium pricing strategy.

11 Explain **two** ways *Natural Energise* could segment the market.

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(Total for Question 11 = 4 marks)

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ACM is a manufacturer of wireless smartphone chargers. *ACM* has asked its Marketing Manager to use Porter's Five Forces to look at the marketing environment.

12 Explain **two** benefits for *ACM* of using Porter's Five Forces.

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(Total for Question 12 = 6 marks)

TOTAL FOR SECTION A = 23 MARKS

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SECTION B

ADS Ltd started as a web design business producing e-commerce websites to be used for digital sales. Sales revenue growth was rapid in the first five years, but it slowed in year 6. The sales revenue growth is shown in Figure 1.

Sales revenue for years 1–6 for *ADS Ltd*

Year	Sales revenue from web design services (£)
1	215 000
2	335 000
3	407 000
4	518 000
5	590 000
6	595 000

Figure 1

In year seven *ADS Ltd* did some market research so that it could understand the changes in the market, what its competitors were offering and the desirability of new services. After the research, *ADS Ltd* started to develop smartphone and tablet apps.

ADS Ltd has a process for handling orders from people who want a website designed. This chart shows the process.

1. Business customers complete an online form outlining their requirements
2. A web designer is chosen for the business customer
3. The web designer meets with the business customer to agree the design brief
4. The web designer produces initial designs that are shared with the business customer
5. Any changes are agreed before the final website is produced

ADS Ltd also hosts websites. Its web server stores and transmits data for each of their customer's websites. The company also updates customer websites using information sent to it.

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13 Which **one** of these best describes the stage of the product life cycle in year six for *ADS Ltd*'s web design service?

- ☒ **A** Introduction
- ☒ **B** Growth
- ☒ **C** Maturity
- ☒ **D** Decline

(Total for Question 13 = 1 mark)

14 Identify **two** examples of intangible services provided by *ADS Ltd*.

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2 .....

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(Total for Question 14 = 2 marks)

15 Identify **two** stakeholders of *ADS Ltd*.

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2 .....

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(Total for Question 15 = 2 marks)

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16 (a) Explain **one** benefit of the process used by *ADS Ltd* for handling orders.

(2)

(b) Explain **one** way *ADS Ltd* might segment the business to business (B2B) market.

(2)

(Total for Question 16 = 4 marks)

17 Explain **two** roles of the market research used by *ADS Ltd* in year seven.

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(Total for Question 17 = 4 marks)

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The Marketing Director at *ADS Ltd* believes the business should start promoting its services at *WebSpo*, a technology and web design trade show.

18 Assess the impact on *ADS Ltd*'s future sales if it promotes its services at *WebSpo*.

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(Total for Question 18 = 9 marks)

TOTAL FOR SECTION B = 22 MARKS

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SECTION C

Amelia is an award-winning chef. She previously spent five years working in a restaurant selling vegan-friendly food. A vegan diet does not contain any food that has come from an animal.

Amelia started her business, *Taste-v* in 2020. She created vegan meals that looked and tasted like meat but had no food in them that came from an animal. She created a range of vegan pizzas and burgers.

Amelia did qualitative research through focus groups and by product taste tests to help her products to be similar to meat in taste and in texture. The products were branded as *Taste-v Pizza* and *Taste-v Burger*.

In 2006 it was estimated there were 150 000 vegans in the UK. By 2020 this had risen to 500 000. Because of this growth in the number of vegans Amelia now wants to sell through supermarkets and vegan specialist shops. Amelia did a SWOT analysis before she launched her meals in supermarkets.

Research done by scientists from the University of Oxford found that a meat-based diet produces much higher levels of carbon dioxide (a greenhouse gas contributing to global warming) than a vegan diet. The reason for these higher levels of carbon dioxide is the environmental impact of farming practices, production processes and food transport for meat products. The demand for vegan food is coming increasingly from people who want to reduce their carbon footprint* by reducing their meat consumption.

*A carbon footprint is the amount of carbon dioxide released into the atmosphere as a result of a consumer's activity.

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19 Which **one** of these best describes the person who will eat *Taste-v* products?

- ☒ **A** An internal customer
- ☒ **B** Organisation's employees
- ☒ **C** Shareholders
- ☒ **D** A consumer

(Total for Question 19 = 1 mark)

20 State **one** appropriate marketing objective for *Taste-v*.

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(Total for Question 20 = 1 mark)

21 Give **one** example of 'physical evidence' *Taste-v* could use.

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(Total for Question 21 = 1 mark)

22 Explain how qualitative data may help when developing *Taste-v* products.

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(Total for Question 22 = 2 marks)

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23 (a) Explain **one** way the internal environment at *Taste-v* could affect market research.

(2)

(b) Discuss the advantages and disadvantages to *Taste-v* of completing a SWOT analysis.

(6)

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(Total for Question 23 = 8 marks)

Taste-v is going to launch the *Taste-v Pizza* in supermarkets. The Marketing Director is considering two pricing strategies:

i penetration pricing

OR

ii premium pricing.

24 Evaluate the **two** pricing strategies being considered by *Taste-v.*

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(Total for Question 24 = 12 marks)

TOTAL FOR SECTION C = 25 MARKS
TOTAL FOR PAPER = 70 MARKS

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